

THE NEW YORK STORE'S ANNUAL



SO THE PEOPLE MAY KNOW!

It is not so much what we say, as what we do, and it's not so much what you pay as what you get, that makes the New York Store the best store to patronize.

Values are rich—marvelously rich. Not one of them is exaggerated. The tendency is to understate, rather than to overstate. In short, our advertisements are statements of plain facts and we live up to them.

THE SALE WHICH SIDETRACKS EVERY OTHER

BEGINS SATU

It has the right of way by virtue of the superior quality and styles involved of the season. Another glorious demonstration how utterly impossible it is to begin to inventory our stocks. Every yard of goods must be measured and counted, to save time and labor, and to eclipse all former selling records, we cause experience has taught us that such heroic measures alone will account for the money than to list stocks. Read carefully every line of this ad.—avail yourself of the opportunity. Come! It'll pay you handsomely. But please don't forget to bring along

1/3 Off

entire stock of

Hand Bags

Ribbons

THOUSANDS OF YARDS ALL SILK RIBBONS—Comprising plain and fancy styles in Satin, Moire and Taffeta, black and colors, plaids and stripes, up to 6 inches in width and regularly sold at 40c and 50c per yard—during this Sale only. **23c**

Corsets

All our \$1.25 Corsets—"Warner" and "Royal Worcester," in latest spring and summer models, short and long effects, during this sale only **97c**

1/2 PRICE

For entire stock of Shell Goods, such as Back Combs, Fancy Barrettes, Coronet Braid Pins and Hair Bands. For large lot of Women's Neckwear, such as Jabots, Lace Collars, Chemisettes, Coat and Collar Sets, Lace and Embroidery Frills. For entire stock of High Class Embroidery Flouncings, from \$3.00 per yard up. For entire stock of Corset Cover Embroideries. For entire stock of All-over Waisting Embroideries.

Big Savings on

Our entire stock of Boys' Suits reduced during this Sale one-third—like this:

\$3.00 Suits now.....\$2.00
\$5.00 Suits now.....\$3.34
\$4.00 Suits now.....\$3.34
\$6.00 Suits now.....\$4.00
\$7.50 Suits now.....\$5.00
\$10.00 Suits now.....\$6.67

CLASSY MEN'S CLOTHES AT PRICES THAT COURT COMPARISON

\$8.95 For \$12.50 & \$13.50 Suits

These are all spring suits in a dozen different patterns and every desirable color. The assortment comprises two and three-piece styles for men and young men. We have all sizes and consider this particular line a splendid investment from every point of view.



\$17.50 and \$20 Suits for \$13.95

Not just a few odds and ends, but our entire stock of \$17.50 and \$20.00 Clothes at the small sum of \$13.95. "High Art" and "Sophomore" garments, two and three-piece styles, in a vast number of fancy mixtures, plaids and stripes, in the season's most approved models.

\$17.95

For the unlimited pick of any men's and young men's \$22.50 and \$25 Suit in stock—Consisting of two and three-piece styles in "High Art" and "Sophomore" garments in a magnificent collection of weaves. Every wanted color is here. Variety enough to please the most exacting.

\$24.95

For the free and unrestricted choice of any men's \$32.50 and \$35.00 Suit in the House—All "Sophomore" models that have every earmark of the custom tailor's Art. Cleverly designed garments in a score of exclusive worsted materials and fashionable colorings.

\$19.95

For your unlimited pick of any men's or young men's \$27.50 and \$30.00 Suit in stock—Three-piece garments that represent the very acme of high class ready-to-wear apparel. "Sophomore" clothes in a banner collection of fancy weaves and fashionable colorings.

\$11.95

For free and unrestricted choice of any men's or young men's \$15.00 and \$16.50 Suit in the house—including "High Art" and "Sophomore" clothes, excellent examples of faultless tailoring in a broad range of weaves and patterns.

25% DISCOUNT ON ENTIRE STOCK OF MEN'S TROUSERS.

OUR ENTIRE STOCK OF 25c AND 35c NECKWEAR—Such as bows and four-in-hands, black, solid colors and fancies—in this Sale, choice.....**19c**

ALL OUR 50c AND 75c FOUR-IN-HANDS—Silk, satin and crocheted effects of every hue—in this Sale at choice.....**39c**

MEN'S WHITE LINEN HAND-KERCHIEFS—Regular 25c ones, absolutely pure linen, hemstitched, wide and narrow hems—in this Sale for.....**15c**

"ARROW" BRAND COLLARS—Every style and size, genuine 4-ply linen—in this Sale at.....**10c**

MEN'S 50c IMPERIAL SUSPENDERS—Made of light weight Lisle Webbing, strong leather ends—in this Sale for.....**19c**

MEN'S "PRESIDENT" SUSPENDERS—Known far and wide as the greatest 50c value on the market—here in this Sale for.....**33c**

MEN'S \$1.25 AND \$1.50 PAJAMAS—A large assortment, made of either plain or striped Madras, all sizes—in this Sale for.....**95c**

McDONALD'S UNION MADE NEGLIGEE SHIRTS—Made of solid blue Chambray Gingham in a complete range of sizes, best \$1.00 garments—in this Sale for.....**69c**

25% Discount on entire stock of Men's Felt Hats
Excepting Stetson.

33 1/3% discount on all our Straw Hats

MEN'S 25c FANCY LISLE HOSE—Plaids and stripes in a bountiful assortment of desirable colors—in this Sale.....**3 PAIRS FOR 50c**

A LOT OF MEN'S BALBRIGGAN UNDERWEAR—Best 25c goods in nearly all sizes, shirts and drawers—in this Sale, each.....**19c**

POROS KNIT MESH UNION SUITS—Have short sleeves and knee drawers, best \$1.00 garments—in this Sale, suit.....**69c**

ALL OUR \$1.25 AND \$1.50 GOLF SHIRTS—including all the leading brands, in a formidable range of patterns and colorings—in this Sale for.....**95c**

MEN'S 50c WORK SHIRTS—Just light colors, in every size, well made—Sale Price.....**39c**

"CLUETT" \$1.75 TO \$2.00 SHIRTS—In white and colors, plain and fancies, regular and coat styles—in this Sale for.....**\$1.39**

MEN'S BLACK AND TAN HALF HOSE—Seamless, fast dye, all sizes, regular 10c kinds—in this Sale only.....**5c**

A WHOLE TABLE FULL OF 50c UNDERWEAR—Various lines, such as Gauze Knit Mesh, Balbriggan and Flit styles, every size in either shirts or drawers—in this Sale, choice.....**39c**

Small Wares

3c Spool Darning Cotton.....**1c**

5c Paper Pins.....**2 1/2c**

5c card Safety Pins.....**3c**

5c card Hooks and Eyes.....**2c**

Best 5c dozen Pearl Buttons.....**3c**

3c package Wire Hair Pins.....**1c**

10c and 15c Japanese Fans.....**7 1/2c**

10c Hemstitched Handkerchiefs.....**5c**

15c size Cube Pins.....**7 1/2c**

Crowley's 15c Lace Pin Books.....**10c**

Colgate's and Mennen's Talcum Powder, per box.....**12 1/2c**

35c Skirt Markers.....**23c**

25c Embroidered Wash Belts, with Pearl buckles.....**10c**

35c and 40c Dressing Combs unbreakable.....**23c**

75c Cloth Brushes, warranted solid back.....**39c**

SILKS AND D

A MONSTER LOT OF PLAIN AND FANCY SILKS—including foulard style, Secco Silk, Shantung Pongee and Silk foulards, from 25 to 37 inches in width and usually retailed at 50c and 65c—in this Sale, choice, yard.....**33c**

A BIG LINE OF 36-INCH TAFETA SILKS—Regular \$1.25 goods in plain black and chateau effects—during this Sale, yard.....**79c**

A BIG LOT OF 75c AND \$1.00 SHANTUNG PONGEE—Real silk, in a host of popular colors, 27 inches wide—in this Sale only, yard.....**49c**

24-INCH SHEPPY TAFETA SILK—\$1.25 yard and 1/2 yard.....**79c**

36-INCH WHITE TUCSILK—An elegant way at 75c, yard.....**79c**

OUR ENTIRE STOCK OF "CAZARINAT" WATER TUCSILK—An elegant way at 75c, yard.....**79c**

"Queen Quality" For

Our entire stock of \$3.50 and \$4 "Queen Quality" Shoes, Oxfords and Pumps—In either black, tan or champagne; all sizes—not odds and ends or job lots, but our regular stock; during this sale, at choice

\$2.98

Bedding and H

REGULAR 12 1-2c AND 15c PILLOW CASES—Sizes 42x36 and 45x36, a good grade, have broad hem—in this sale, each.....**9c**

"ACORN" AND "PEPPERELL" SHEETS—For double beds, size 72 x90, torn and ironed, the very best 55c sheet on the market—Sale price.....**69c**

EXTRA LARGE LINEN HUCK TOWELS—23x44, strongest, in this Sale, each.....**99c**

FINEST \$1.25 TABLE DAMASK—Full bleached and silver bleached, Irish and German made, newest designs, 72 inches wide—during this Sale, yard.....**89c**

ONE LOT OF \$3.00, \$3.25 AND \$3.50 DAMASK DINNER NAPKINS—Irish and German made, full 3-4 size, beautiful designs—in this Sale, dozen.....**\$2.39**

BEST 60c PAIR TOWELS—Extra heavy, white or tan and fringed style, each.....**39c**

Muslin Underwear

WOMEN'S \$1.00 COMBINATION SUITS, NIGHT GOWNS AND PETTICOATS—Garments made of Longcloth, Nainsook and Cambric, trimmed in various pretty manners—in this Sale, choice.....**69c**

WOMEN'S \$2.00 AND \$2.25 PETTICOATS, NIGHT GOWNS AND COMBINATION SUITS—Elaborately trimmed undergarments, made of excellent summer materials—during this Sale, choice.....**\$1.49**

CHILDREN'S 25c CAMBRIC DRAWERS—Ruffle trimmed in either lace or embroidery, all ages—in this Sale, pair.....**15c**

WOMEN'S 35c AND 40c CORSET COVERS AND DRAWERS—Dozens of different styles, lace and embroidery trimmed—during this Sale, choice.....**19c**

WOMEN'S 65c AND 75c CORSET COVERS AND DRAWERS—A large assortment of desirable styles, mostly trimmed in broad needwork, all sizes—in this Sale, choice.....**39c**

CHILDREN'S 15c MUSLIN DRAWERS—Have neat ruffle, sizes 2 to 14 years—in this Sale.....**4 PAIRS FOR 25c**

WOMEN'S EXTRA FINE QUALITY SILK HOSE—Regular \$1.25 and \$1.50 sorts, in black and every desirable color, some all silk, others with lisle top and lisle feet, dependable stockings that will please their intrinsic value even after washing—in this Sale, pair.....**99c**

A LARGE LOT OF CHILDREN'S AND MISSES' BLACK LACE HOSE—Real, imported goods, Hermsdorf dye, sizes 6 to 8, formerly sold at 50c—Sale Price, pair.....**5c**

WOMEN'S 20c SWISS RIBBED VESTS—With crocheted lace yoke, low neck and sleeveless—in this Sale.....**11c**

Hosiery and Knit Underwear

A LARGE LOT OF WOMEN'S EXTRA LARGE SIZE VESTS AND PANTS—For stout women; vests with large armholes and taped, umbrella style pants trimmed with broad Torchon Lace, actual 60c to 75c values—in this Sale, choice.....**43c**

ABOUT 53 DOZEN OF WOMEN'S 35c AND 40c SWISS RIBBED VESTS—Odds and ends of a dozen different lines; some sleeveless, others high neck with short sleeves, a great many of them with Baby Irish Lace yoke, white and colors—in this Sale, choice.....**23c**

WOMEN'S 25c JERSEY RIBBED DRAWERS—Umbrella style, trimmed in broad crocheted lace—Sale Price.....**17c**

WOMEN'S 35c UNION SUITS—Low neck and sleeveless, taped, umbrella style pants—during this Sale only.....**23c**

ALL OUR WOMEN'S 65c AND 75c GAUZE LISLE HOSE—in black and colors, plain and embroidered, including some home-spun silk stockings—during this Sale, choice.....**43c**

WOMEN'S BLACK AND TAN COTTON HOSE—Seamless, all ways 10c—for this Sale only.....**7c**

CHILDREN'S AND MISSES' BLACK COTTON HOSE—Seamless, silk finished, sizes 5 to 9 1-2c, regular 12 1-2c and 15c values—in this Sale, pair.....**10c**

CHILDREN'S "ACORN" UNDERWAISTS—"Nazareth" style, for all ages, regular 29c values—for this Sale only.....**10c**

CHILDREN'S AND MISSES' SUMMER VESTS—Regular 12 1-2c and 15c grades, low neck and sleeveless, taped, all sizes—during this Sale only.....**9c**

20 Per Cent Discount on Balance of Stock.

20 PER CENT. DISCOUNT ON BALANCE OF STOCK, EXCEPTING "CADET" HOSIERY.

WHERE QUALITY COUNTS

The New